

INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

Not for
Publication

For Members
Only

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Washington, D. C.

December 5, 1953

1954 Convention Program

Following is a tentative schedule of N.C.A. meetings to be held at the 1954 Convention. Other N.C.A. meetings may be scheduled. The tentative time of each meeting is listed, but locations will be announced later. However, every effort will be made to hold all meetings in the Traymore Hotel.

Wednesday, January 20

6:30 p.m.—Home Economics Committee

Thursday, January 21

9:30 a.m.—Budget Committee

Friday, January 22

9 a.m.—Statistics Committee

9:30 a.m.—Administrative Council

12:30 p.m.—Board of Directors

12:30 p.m.—Convention Committee

5 p.m.—Labeling Committee

6:30 p.m.—State Secretaries Dinner

8 p.m.—Resolutions Committee

Saturday, January 23

9 a.m.—Nominating Committee

10 a.m.—Annual Meeting (opening session)

12:30 p.m.—Claims Committee

2 p.m.—Annual Meeting (closing session)

6:30 p.m.—Raw Products and Technical Advisory Committee

Sunday, January 24

8:30 a.m.—Legislative Committee

9 a.m.—Laboratory Technical Session

2 p.m.—Fishery Products Conference

2 p.m.—Raw Products Technical Session

Monday, January 25

9 a.m.—Raw Products Technical Session

9 a.m.—Laboratory Technical Session

2 p.m.—Laboratory Technical Session

2 p.m.—Raw Products Technical Session

2 p.m.—Marketing Session

4 p.m.—Fishery Products Committee

Tuesday, January 26

9 a.m.—Prune Juice Committee

N.C.A. Committees Meet

Meetings were held at Association headquarters this week of the Washington Laboratory Committee, Scientific Research Committee, Eastern Technical Committee on Baby Foods, the Special Committee and its subcommittee dealing with the subject of canned foods promotion, the Procurement Committee, and the Budget Committee.

Discussions were held by these groups on 1954 N.C.A. activities and functions, these to be further discussed, finalized and submitted at the Convention for whatever formal action and approval may be required by the Board of Directors.

Walsh-Healey Exemption Scheduled To Expire

Attention is called to the fact that the present limited exemption from the provisions of the Walsh-Healey Act, made available by the Secretary of Labor's exemption order of May 29, will terminate on December 31.

Contracts with the government for the sale of canned foods, whether letter contracts or other, entered into after the close of the calendar year will therefore be required to contain the Walsh-Healey Act stipulations, unless by further action of the Secretary of Labor the exemption period is extended prior to that date.

N.C.A. Officers and Staff Speak at State Canner Meetings

Tributes to the canning industry in the Tri-State area were voiced this week by a number of industry leaders, including N.C.A. President Louis Ratzesberger, Jr.

The tributes were occasioned by the golden anniversary of the founding of the Tri-State Packers Association, observed at the association's annual convention.

Secretary Carlos Campbell gave the convention's principal address saluting the Tri-State Association. Dr. H. L. Stier, Director of the N.C.A. Division of Statistics, also appeared on the convention program. He reported the statistical and economic factors for canned corn.

Mr. Ratzesberger noted these accomplishments of the Tri-State cannery:

"That your farms supply one-eighth of all vegetables for processing in the nation.

"That you are first in production of canned tomatoes, putting up about 25 percent of the national pack and 18 to 20 percent of canned tomato products.

"That you have the largest concentration of food processors anywhere, who ship approximately \$300 million worth of products every year."

(Please turn to page 334)

Recent trends in the use and acceptance of canned foods were reported by N.C.A. Vice President E. E. Willkie this week in an address at the annual convention of the Minnesota Canners Association.

Mr. Willkie emphasized several points revealed in the numerous marketing surveys that are being tabulated by the N.C.A. Division of Statistics and which had been reported at the meeting this week of the special N.C.A. committee studying possibilities of further prompting the use and acceptance of canned foods.

Prominent among these was the record of higher percentage of impulse buying of canned foods compared with most other foods sold in super markets. Of all super market items, about 38 percent of the volume is purchased by the housewife on impulse while shopping; that is, not planned before entering the store. But the percentage of impulse buying of canned fruits and vegetables was found to be considerably below this average. For canned vegetables it was 48 percent and for canned fruits 43 percent. The degree of impulse buying for fruits and vegetables in other forms was as follows: Fresh vegetables 28 percent, frozen fruits 29 percent, frozen

(Please turn to page 333)

STATISTICS

Average Prices for Peaches

Following are preliminary season average prices per ton received by growers for peaches for processing (except dried) during 1953, as reported by the Bureau of Agricultural Economics:

State	1952	1953
	(dollars per ton)	
Pennsylvania.....	60.40	58.30
Virginia.....	58.30	60.40
South Carolina.....	54.20	52.10
Georgia.....	62.50	50.80
Michigan.....	50.00	54.00
Washington.....	58.30	60.40
Oregon.....	64.00	60.00
California:		
Clingstone.....	65.00	55.00
Freestone.....	54.00	48.90
All.....	63.20	54.20
Total, freestones.....	55.30	52.70

Includes small quantities processed for other than canning and freezing in some states.

N.C.A. Index of Prices of Canned Fruits and Vegetables

At the end of November, 1953, the N.C.A. Division of Statistics completed 18 months of preparing the price index record for canned fruits and vegetables. The assembly of the basic price data from canners and the compilation of this index was begun in May, 1952, just before these items were exempted from price control.

At that time, the average price for the 16 items in the index was 104.3 percent of the 1947-49 average. During the intervening 18 months, food prices and the consumer price index for all items have risen to new highs. The peak for canned fruits and vegetables was reached in September and October of this year, when the index stood at 108. By the end of November, however, the index was 105.4, only 0.6 index points above the level of May, 1952.

The November index declined 1.3 points below the October index. The principal item responsible for this decline was canned orange juice. Declines also were registered in the prices of tomato juice and canned peas. Two items, applesauce and asparagus, showed some increase.

During the 18-month period, fruits and vegetables showed different trends. Although the indexes for these two groups at the end of November were relatively close, they were far apart during the fall of 1952. The peak of the canned vegetable price index was reached in October-November, 1952,

when the index was at 109.4. The index for canned fruits and fruit juices at that time was below 105.

Following are the combined index and separate indexes for canned fruits and fruit juices and for canned vegetables for each month from May, 1952, through November, 1953, as computed by the N.C.A. Division of Statistics from reports from a representative group of canners:

N.C.A. Index of Canned Fruit and Vegetable Prices			
Year and month	Combined index	Canned	
		Fruits	vegetables
		(1947-49 = 100)	
1952:			
May.....	104.8	102.9	106.1
June.....	103.8	102.1	105.0
July.....	104.5	103.2	105.4
August.....	105.4	103.4	106.8
September.....	106.7	103.8	108.8
October.....	107.3	104.4	109.4
November.....	107.5	104.7	109.4
December.....	107.3	104.7	109.2
1953:			
January.....	107.5	105.4	108.9
February.....	107.1	106.0	107.8
March.....	107.0	106.3	107.5
April.....	106.1	106.4	105.9
May.....	106.1	106.3	105.9
June.....	106.7	106.6	106.7
July.....	107.0	107.9	106.3
August.....	108.0	107.1	108.7
September.....	108.0	107.8	108.1
October.....	106.7	107.9	105.8
November.....	105.4	105.1	105.6

The prices reported by canners for November, 1953, were compared with the ceiling prices that were in effect in June, 1952, and it was found that on the average canned fruit and vegetable prices are about 7 percent below former OPS ceiling prices.

Canned green beans were closer to their ceiling than any other item. The price canners reported as receiving for green beans in November was about 95 percent of the former OPS ceiling. The canner price for canned peas was calculated at 94 percent of the former OPS ceiling. Four items, tomatoes, catsup, pears, and peaches, were more than 10 percent below their former OPS ceilings.

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of October has been reported by the Bureau of Animal Industry, USDA. However, this report represents only the supply of meat products canned during that period and remaining for civilian consumption. Total production, including quantities for defense, was 175,569 thousand pounds.

Canned Meat and Meat Products Processed under Federal Inspection October, 1953

	3 Lbs. & over	Under 3 Lbs.	Total (in thousands of pounds)
Luncheon meat.....	9,599	8,357	17,957
Canned hams.....	17,923	340	18,263
Corned beef hash.....	273	5,194	5,467
Chili con carne.....	858	11,930	12,788
Vienna sausage.....	259	3,340	3,599
Frankfurters and weiners in briars.....	1	143	145
Deviled ham.....		397	397
Other potted and deviled meat products.....		3,621	3,621
Tamales.....	197	3,166	3,362
Sliced, dried beef.....	24	424	449
Liver products.....		157	157
Meat stew.....	246	7,754	8,000
Spaghetti meat products.....	176	4,263	4,439
Tongue (not pickled).....	38	255	294
Vinegar pickled products.....	1,155	1,552	2,707
Bulk sausage.....	32	328	360
Hamburger.....	234	22,934	23,159
Soups.....	968	44,663	45,631
Sausage in oil.....	547	234	780
Tripe.....	1	440	441
Brains.....		329	329
Bacon.....	11	197	208
All other products 20% or more meat.....	207	9,668	9,875
All other products less than 20% meat (ex- cept soup).....	426	6,116	6,541
Total all products..	33,165	135,802	168,970

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense agencies are not included in these items. Total production, including quantities for defense agencies, was 175,569 thousand pounds.

Canners Urged To Report Packs and Stocks Promptly

The N.C.A. Division of Statistics is in its busiest season of the year. Pack reports on the following canned foods are to be issued in December: Tomatoes, tomato juice, green and wax beans, pumpkin and squash. The Division hopes that it will be able to issue these reports promptly; immediate reporting by canners will make this possible.

In addition, numerous stock reports are scheduled for December. If all canners would make a special effort to send their reports to the Division of Statistics as soon as possible, it will greatly lessen the peak work load for the Division and make possible the issuance of the reports at an early date.

All canners are urged, therefore, to check the status of their individual reports and follow up to see that these reports are mailed promptly to the Division of Statistics.

Pack reports will include quantities under set-asides. However, stocks contracted to the government should not be counted as stocks on hand.

PERSONNEL

Campbell Soup Officer Retires

With the completion of 48 years of service with the Campbell Soup Company, H. F. Jones, vice president-distribution, is retiring. He will continue as a member of the board of directors, to which he was elected in 1937.

Well-known throughout the advertising and grocery fields, Mr. Jones promoted the world-famous "Campbell Kids" from the early days of car cards to present-day television.

Mr. Jones was appointed advertising manager of Campbell's in 1916, just 11 years after joining the organization; was elected a vice president in 1944, and vice president-distribution in 1946.

He has been active in civic affairs in Camden and that area.

Miss Kempton to Retire

Miss Sylvia Kempton, a member of the Canners League of California executive staff for more than 35 years, has announced her intention to retire January 2.

Miss Kempton started with the Canners League in 1919. She was elected in 1933 to the post of assistant secretary and in 1943 to be secretary, the office she is occupying until her official retirement.

Her work with the Canners League was all-inclusive. She served as secretary to the board of directors and to all other policy-making committees and groups.

Miss Kempton will be honored at the Canners League 50th anniversary dinner to be held January 6.

Willkie at Minnesota

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vegetables 38 percent, canned fruit and vegetable juices 39 percent.

For his Minnesota audience, Mr. Willkie stressed findings pertaining to canned corn and canned peas. Some of the facts presented were:

Corn—In 1947, per capita consumption of canned corn was 5.8 pounds, but in 1951 and 1952 it was 4.8 pounds, or about 7 percent less than the 1947-49 average. However, it is believed that when final consumption data are available for 1953, the figure again will be close to the peak of 5.8 pounds reached in 1947. The 1947-49 per capita consumption of frozen corn

was 0.27 pounds, or about 5 percent that of canned; in 1952 it was 0.42 pounds, or about 9 percent that of canned. Total consumption of corn, both canned and frozen, during 1948-52 has been quite stable from year to year.

Peas—Per capita consumption of canned peas has declined from 5.8 pounds in 1947 to 5.1 pounds in 1952, or 9 percent less than the average for 1947-49. Consumption of frozen peas was 0.8 pounds in 1947 and slightly more than 1.1 pounds in 1952, a 37 percent increase over the 1947-49 average. Most of this increase has occurred since 1950, when the per capita consumption was 0.85 pounds. Consumption of frozen peas thus is about 22 percent that of canned peas; in 1947 it was 14 percent that of canned.

Drawing further from the survey data, Mr. Willkie showed that in 1952, about one-fifth of American families did not buy any canned peas or canned corn. The surveys also disclosed that the percentage of families buying canned peas is decreasing while it is increasing for frozen vegetables, of which peas are a major item. The decline in use of canned peas is more pronounced in big cities and an even faster decline is shown in rural areas. Lowest usage was reported in the Southeastern states (all Atlantic Coast states south of the Mason-Dixon Line) and in the South Central states of Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Oklahoma, and Texas.

Canned corn is holding its volume pretty well, it was reported, in both city and rural areas.

Use of both canned corn and canned peas was highest in the middle income group, and the highest percentage of families buying occurs where the age of the housewife is under 30. As housewife age increases above 30, the percentage of families buying decreases. The highest percentage of families buying these products is in the high school education group; next highest, college education. For most other canned foods, the highest usage occurs among college educated groups.

Mr. Willkie reported on other survey findings dealing with profit margins at retail of canned, frozen, and fresh commodities, and with other merchandising factors.

In conclusion, he urged the Minnesota canners to tell the canned foods story to the consumer, the farmer, to civic organizations, to local editors, and broadcasters.

"Our goods are high in nutritive values and we can prove it scientifi-

cally," he stated. "The record of our economy—the economy to the housewife when she buys our product—is unbeatable. Canned fruits and vegetables have been the best food buy every year since the war; they are selling today at 7 percent less than the OPS ceilings of 1952. In variety of what we offer, we can boast of a wider choice than any other form of processed food, the richest assortment of menu opportunities that anybody can find. We give the housewife a chance to serve a full course meal, out of the safest containers in the world, with a minimum of effort."

PROCUREMENT

Canned Beef for USDA

The Production and Marketing Administration, USDA, has announced purchase of 5,177,390 pounds of canned beef during the week of November 23. The purchases were made with Section 32 funds. This raises total USDA purchases of canned beef to 164,930,161 pounds.

Armed Forces Manpower

Officials in the Department of Defense have announced that the armed services have been instructed to plan for 10 percent reductions in personnel strength.

Defense Department figures show a total of 3,513,000 in uniform on September 30, and goals of 3,358,000 by June 30, 1954, and 3,128,000 by June 30, 1955.

If these goals are realized, the armed services would sustain a net cut of 155,000 men from September 30 to June 30, 1954; a net cut of 230,000 men from June 30, 1954, to June 30, 1955; and a net cut of 385,000 men over the entire period.

STANDARDS

Meat Inspection Regulations

The Bureau of Animal Industry, USDA, has amended the definitions and standards of identity for ham spread, tongue spread, chopped ham, and pressed ham. The amendments were published in the *Federal Register* of November 26.

PUBLICITY

American Home Magazine

Featured in the December issue of the *American Home* magazine is an article entitled "Take a Can of Cranberries" by Catherine Nissly, food editor. The article is presented as one of the two monthly features, *American Home Quickies*.

Four recipes, using canned cranberry sauce are given and are set up so that the readers may easily clip and file them for later use. They are pictured in attractive color photographs on the first page of the article.

Better Homes and Gardens

"Let cheery pimiento—in cutouts or strips—add a jiffy touch of Christmas red to the main course," begins the article entitled "Gala Red and Green Trim" in the December *Better Homes and Gardens* magazine.

Shown in color photographs in the article are the recipes "Baked Pimiento Corn Pudding" using canned corn and pimiento, "Chicken Souffle Salad" using canned lemon juice and pimiento, and a platter of "Creamed Turkey" and "Star Rice Molds" with a garnish of pimiento cups.

PUBLICATION

Reports on U. S. Productivity

Observations of visiting British productivity teams on the major differences between British and American food industries are contained in two reports made public by the U. S. Department of Commerce.

Both reports are for sale and are available from the Office of Technical Services, Business and Defense Services Administration, U. S. Department of Commerce, Washington 25, D. C. The OTS describes these reports as follows:

Productivity Report, Food Canning, by Anglo-American Council on Productivity, May, 1952, 133 pages, with photographs, charts, and line drawings. A British team assesses productivity of U. S. canning factories and canning machinery manufacturers to compare it with British methods and to find causes for any wide divergence. It explores the techniques of raw material handling, improvements in mechanical aids, layouts for continuous canning methods, automatic dry-

1954 Convention Reservations

Hotel reservations for the 1954 Convention at Atlantic City were mailed early this week to hotels and canners. Members have been invited again to furnish information for listing in the *Convention Room Directory*. This information is needed by December 15.

ing labeling, and loading. The report also details some of the major technical advances in these operations, the most recent improvements discovered by food research technologists, and their successful application in some of the more advanced shops. (OTS Report PB 106456. Price \$1.70.)

Productivity Team Report, Fruit and Vegetable Utilization, by Anglo-American Council on Productivity, May, 1952, 70 pages, with photographs, charts, and line drawings. A survey of U. S. techniques of processing fruits and vegetables. Observations cover all the important phases of food technology, with particular search for food and vegetable preservation methods, management of food packing shops, management relationships, labor problems in the food industry, bottling plant operations, and the teamwork by food preserver associations. Noticeable in this report is the particular study of the workings of flow lines, methods used to increase the market, efficient handling of the products, and ready acceptance of better training techniques for operators. (OTS Report PB 106457. Price \$1.00.)

Ratzesberger at Tri-State

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Mr. Ratzesberger said these accomplishments "contribute vitally to the Tri-State community" in employment and in revenue of the individual citizen.

The Information Division performed its usual function of issuing and distributing press and radio releases on the speeches by President Ratzesberger and Secretary Campbell to the national wire services, and to the newspapers and broadcasting stations of the states of Delaware, Maryland and New Jersey. These totaled 168 newspapers, 87 radio stations (farm and women's program directors) in the three states, plus 14 radio network commentators. The usual releases were made also to the canning industry trade journals.

The Information Division also arranged for special radio interviews at the Tri-State meeting. Mr. Ratzesberger and Glenn Knaub, president of the Tri-State Packers Association, were guests at a joint interview on a special events program the evening of December 3 over radio station WFPG, the CBS outlet. Mr. Campbell was interviewed on the program, "A Date with Mildred," by Mildred K. Freeland, on station WMID, the Mutual outlet, at noon, December 3. In each instance, numerous facts registering the public service values of the canning industry, both regional and national, were emphasized in the radio scripts.

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